Sadar Thana Road in Delhi on March 31, 1986;

(b) whether there is a scheme for setting up a network of such centres in Delhi in particular and the country in general, if so, what are the details thereof; and

(c) what are the functions and objects of such centres?

THE MINISTER OF STATE OF THE MINISTRY OF WELFARE (DR. RAJENDRA KUMARI BAJPAI): (a) Yes, Sir.

(b) Seven Counselling Centres for drug addicts were sanctioned recently on 30-12-1985 in Delhi. Modalities can be worked out for setting up such Centres in other parts of the country after watching the functioning of the Centres in Delhi.

(c) These Centres are to take care of a number of aspects, such as, provision of rehabilitation cover, supply of information regarding sources of treatment co-ordination with other rehabilitation centres, data collection and storage, dissemination of data, liaison with enforcement agencies and support of individual and group therapy etc.

Cauvery water disputes between Tamil Nadu and Karnataka

*78. SHRI M. KALYANASUNDARAM:
SHRI R. MOHANARANGAM:

Will the Minister of WATER RESOURCES be pleased to state:

(a) what is the present stage of the Cauvery water dispute between Tamil Nadu and Karnataka; and

(b) when the meeting of the Chief Ministers concerned would be convened by the Centre for seeking an early solution of the long pending dispute?

THE MINISTER OF WATER RESOURCES (SHRI B. SHANKARANAND): (a) and (b) The Chief Ministers of Karnataka and Tamil Nadu have been holding talks bilaterally. Further discussions are expected to be held by them soon.

Code for Commercial Advertising and Sponsored Programmes on Doordarshan

*79. SHRI SATYA PRAKASH MALAVIYA:
SHRI VIRENDRA VERMA:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

(a) whether Government have laid down any code for commercial advertising and sponsored programmes on Doordarshan; if so, what are the details thereof; and

(b) whether any evaluation has been made to ascertain the effectiveness of the code?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI V. N. GADGIL): (a) Yes, Sir. A Statement indicating the salient features of the Code is annexed. (*See below*).

This applies to advertisements and sponsored programmes as well.

(b) No, Sir. However, a review of the Code is being undertaken.

Statement

1. Advertising should be so designed as to conform to the laws of the country and should not offend against morality, decency and religious susceptibilities of the people.

2. No advertisement should be permitted:

(i) which derides any race, caste, colour, creed, nationality except wherein such usage would be for the specific purpose of effective dramatisation, such as combating prejudice;

(ii) which is against any of the objective principles, or provision of the Constitution of India;

(iii) which will tend to incite people to crime or to promote disorder, violence or breach of law;

(iv) which presents criminality as desirable or furnish details of crime or limitation thereof;

(v) which would adversely affect friendly relations with foreign States;

(vi) which exploits the national emblems, or any part of the Constitution, or the person or personality of a national leader or State Dignitary;

(vii) On cigarettes and tobacco products;

(viii) No advertisement shall be permitted the objects whereof are wholly or mainly of a religious or political nature; advertisements must not be directed towards any religious or political end or have any relation to any industrial dispute;

(ix) Advertisement for services concerned with the following are not acceptable: (a) Money lenders; (b) Chit Funds and saving schemes other than those conducted by nationalised or recognised banks; (c) Matrimonial agencies; (d) Unlicenced employment services; (e) Fortunetellers of Soothsayers etc.; and those with the claims of hyptonism would be excluded from advertising on T.V.;

(x) Betting tips and guide books etc. relating to horseracing or other games of chance shall not be accepted;

(xi) No advertisement shall contain references which are likely to lead the public to infer that the product advertised or any of its ingredients has some special property or quality which is incapable of being established e.g. cure for baldness;

(xii) Scientific or statistical excerpts from technical literature etc. must be used only with a proper sense of responsibility to the ordinary viewer. Irrelevant data and scientific jargon must not be used to make claims appear to have a scientific basis they do not possess. Statistics of limited validity should not be presented in such a way as to make it appear that they are universally true;

(xiii) Advertisers or their agents must be prepared to produce evidence to substantiate any claims or illustrations;

(xiv) Advertisements should not contain disparaging reference to another product of service;

(xv) Imitation likely to mislead viewers even though it may not be of such a kind as to give room for legal action or be deemed as breach of copyright must be avoided;

(xvi) Visual and verbal representation of actual and comparative prices and costs must be accurate and should not mislead on account of undue emphasis or distortion;

(xvii) Testimonials must be genuine and must not be used in a manner likely to mislead the viewers. Advertisers or the agencies must be prepared to produce evidence in support of any testimonial and any claims it may contain.

3. In all other respects, the Director General, Doordarshan will be guided for purpose of commercial telecasting in Doordarshan by the code of Ethics for Advertising in India, as modified from time to time.

4. Notwithstanding anything contained herein, this Code is subject to such modifications|directions as may be made|issued by the Government of India from time to time.

चार्ल्स शोभराज के तिहाड़ जेल से भाग निकलने संबंधी समाचार का दूरदर्शन से प्रसारण

*80. **श्री लाल कृष्ण आडवाणी :**
श्री कैलाशपति मिश्र :

क्या सूचना और प्रसारण मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या सरकार का ध्यान "नवभारत टाइम्स" के 1 अप्रैल के अंक में प्रकाशित इस